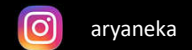




PEMASARAN DENGAN DIGITAL PLATFORM

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The challenge of customer engagement

Forrester (2007) heralded customer engagement as 'marketing's new key metric', given the rapidly increasing online media fragmentation and the challenges of keeping customers engaged with brands given the proliferation of choice. Customer engagement is sometimes used to refer to engaging customers on a single touchpoint, such as whether someone dwells on the site for a significant time or whether they convert to sale or other outcome.



According to Forrester, engagement has four parts which can be measured both online and offline:

- *Involvement.* Forrester says that online this includes website visits, time spent, pages viewed.
- *Interaction.* This is contributed comments to blogs, quantity/frequency of written reviews, and online comments as well as comments expressed in customer service. (We could add the recency, frequency and category of product purchases, and also ongoing engagement in email marketing programmes, as discussed later in this chapter; all are important here.)
- *Intimacy.* This is sentiment tracking on third-party sites including blogs and reviews, as well as opinions expressed in customer service calls.
- *Influence.* This is advocacy indicated by measures such as likelihood to recommend, brand affinity, content forwarded to friends, etc.



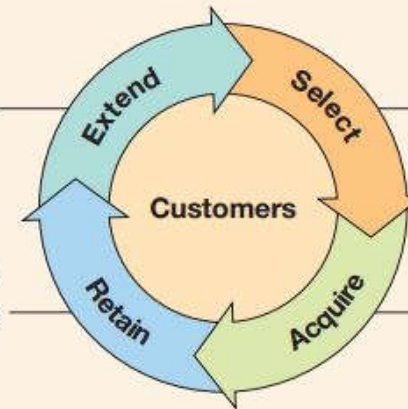
Customer lifecycle management

Customer extension

- 'Sense and respond'
- Cross-selling and up-selling
- Optimise service quality
- Use the right channels

Customer retention

- Understand individual needs
- Relevant offers for continued usage of online services
- Maximise service quality
- Use the right channels



Customer selection

- Who do we target?
- What is their value?
- What is their lifecycle?
- Where do we reach them?

Customer acquisition

- Target the right segments
- Minimise acquisition cost
- Optimise service quality
- Use the right channels

Figure 6.4

The four classic marketing activities of customer relationship management



The relationship between satisfaction and loyalty

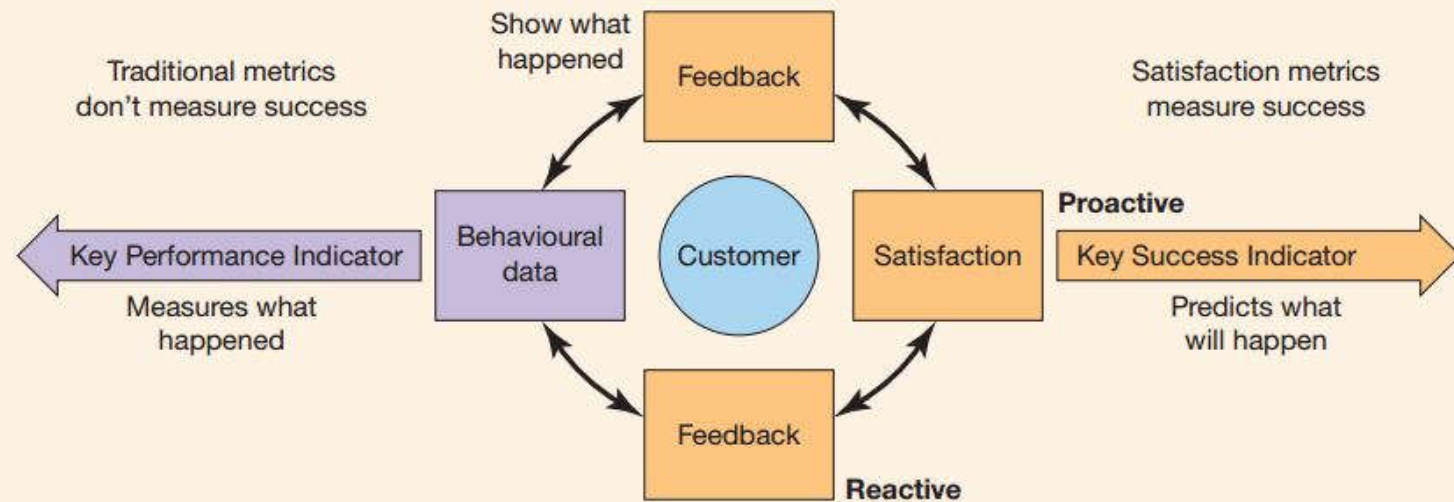


Figure 6.12

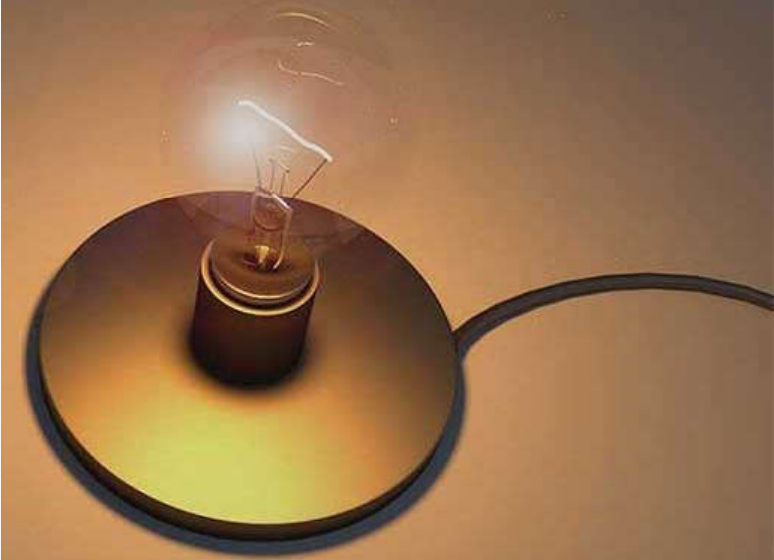
Alternative methods for reviewing customer feedback

Source: Foresee Results (2011), Annual Ebusiness Report, published 19 July 2011, edited by Larry Freed

Electronic customer relationship management (E-CRM) involves creating strategies and plans for how digital technology and digital data can support CRM

Digital marketing activities that are within the scope of E-CRM which we will cover in this chapter include:

- Using the *website and online social presences for customer development* from generating leads through to conversion to an online or offline sale using email and web-based content to encourage purchase.
- *Managing customer profile information and email list quality* (coverage of email addresses and integration of customer profile information from other databases to enable targeting).
- Managing customer contact options through mobile, *email and social networks* to support up-sell and cross-sell.
- *Data mining* to improve targeting.
- Providing online personalisation or *mass customisation* facilities to automatically recommend the 'next-best product'.
- Providing *online customer service facilities* (such as frequently asked questions, call-back and chat support).
- Managing *online service quality* to ensure that first-time buyers have a great customer experience that encourages them to buy again.
- Managing the *multichannel customer experience* as they use different media as part of the buying process and customer lifecycle.



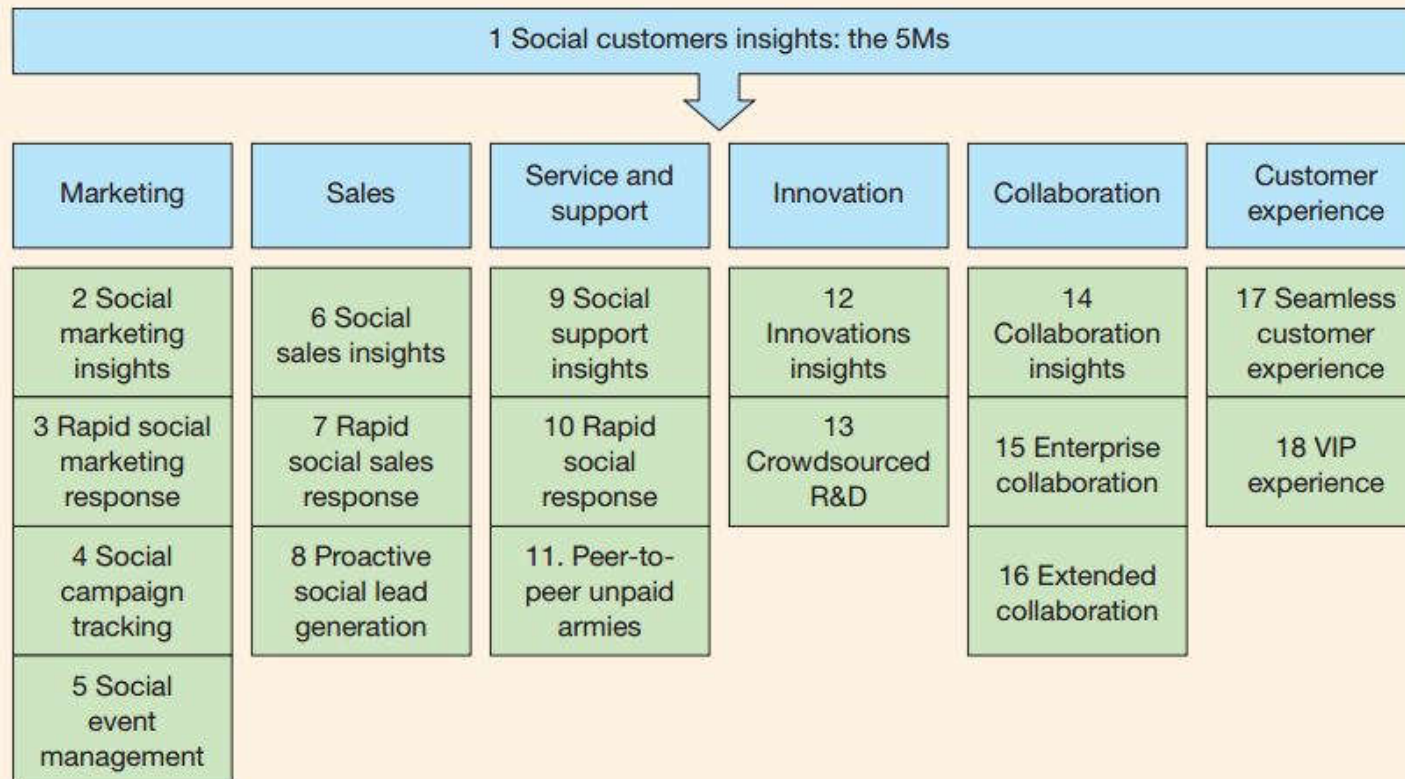


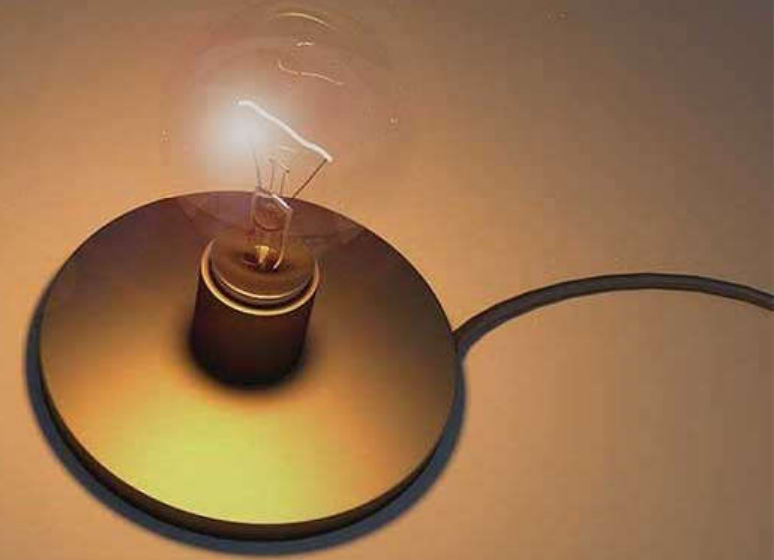
Figure 6.2

The scope of Social CRM across business functions

Source: Altimeter (2010)

The scope of each area shown in Figure 6.2 is:

- 1 *Marketing*. Monitoring, analysis and response of customer conversations through social listening tools.
- 2 *Sales*. Understanding where prospects are discussing selection of products and services offered by you and competitors and determining the best way to get involved in the conversation to influence sales and generate leads. Within B2B, LinkedIn is an obvious location that should be monitored.
- 3 *Service and support*. Customer self-help through forums provided by you and neutral sites.
- 4 *Innovation*. Using conversations to foster new product development or enhance online offerings is one of the most exciting forms of social CRM.
- 5 *Collaboration*. This is e-business collaboration within an organisation through an intranet and other software tools to encourage all forms of collaboration which support business process.
- 6 *Customer experience*. This references the use of social CRM to enhance the customer experience and add value to a brand which is implied by many of the other aspects above. It gives the examples of using VIP programmes offering collaboration between customers with shared characteristics to add value and create advocacy.



customers with shared characteristics to add value and create advocacy above. It gives the examples of using VIP programmes offering collaboration between experience and add value to a brand which is implied by many of the other aspects

6 Customer experience: This references the use of social CRM to enhance the customer



REFLEKSI

1. Informasi penting hari ini
2. Manfaat penting dari informasi penting hari ini
3. Tindak lanjut yang dapat saudara lakukan





THANK YOU

Any Question ??